MerTO:
Office of the Attorney General
Registry of Charltable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS: 1300 | Street Sacramento, CA 95814 Telephone: (916) 323-5079

WEB SITE ADDRESS: http://ag.ca.gov/charities/

## COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES



2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:  Facter Direct LTD  11500 West Olympic Blvd., Suite 540  Los Angeles CA 90064  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign California Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, City, State, and ZIP Code of Charity  Figures from (check one): National Campaign City, City, State, and ZIP Code of Charity  City, State, and ZIP Code of Charit
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11500 West Olympic Blvd., Suite 540  Los Angeles CA 90064    California Campaign   California Campaign   California Campaign   California Campaign   Columnia Campaign
Los Angeles CA 90064   Address of Charity   City, State, and ZIF Code of Charity   City, State,
Los Angeles   CA   90064   Address of Charity   City   C
Figures from (check one): National Campaign California Campaign Campaign California Campaign Campaign Campaign California Campaign Campaign Campaign Campaign California Campaign
Figures from (check one): National Campaign California California Campaign California Campaign California California California California
Telemarketing
(Type of Activity)  (Date or dates must be shown)  Is the contract between the commercial fund-reliser and charity based upon a fee or percentage of revenue? (check one)  (If other, provide brilef explanation
Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  If other, provide brief explanation  If other provides and provid
If other, provide brief explanation
A. Cash contributions  B. Entertainment sales or admission charges  C. Sales from products  D. Advertisement sales  E. Membership fees  F. Other sources: (Specify)  B. Fa.  b. Fa.  c. Fc.  d. Fo.  G. TOTAL REVENUE   2. EXPENSES  A. Fees or commissions  B. Salaries  C. Payroll taxes  D. Employee benefits  PI FASE, SEE ATTACHED
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E. Membership fees  F. Other sources: (Specify)  8.
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c. d. G. TOTAL REVENUE  2. EXPENSES A. Fees or commissions B. Salaries C. Payroll taxes D. Employee benefits  Fc. 73,318.00  A. B. C. Payroll taxes D. Employee benefits
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E. Cost of merchandise for resale
F. Cost of entertainment
. G. Postage
H. Advertising
i. Telephone
J. Rental of equipment
K. Facilities charge
L. Permits
M. Other expenses: (Specify)
a, Ma.
b Mb.
C Mc.
d Md,
N. TOTAL EXPENSES

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## COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

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3.	Amount to Charity (subtract line 2N from line 1G)	•		(0)-100 3.
4.	Less additional fund-raising expenses paid by charity (to	be completed by charity)	· · · · · · · · · · · · · · · · · · ·	4,
5.	Less fair market value of goods and/or services used for	the event which were paid by sponsor(s)	<del></del>	5.
6.	Net proceeds realized by charity from the campaign (sub	tract lines 4 and 5 from line 3)	2,14	2 <u>2.00</u> 6.
7.	(a) Does any officer, director, partner or owner of the Coordination for which the Commercial Fund-raiser has a light of the Commercial Fund-raiser has a light of the following the complete the following the commercial Fund-raiser has a light of the commerci		ver, directly or indire	cliy, the charitable
	Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of offi To charitable orga	·
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-				
	(b) For each affiliation identified in 7 (a), attach copy of the state of perjury, I declare that I have examined this owledge and belief, it is true, correct and complete.	the contract between the commercial fundralser and the characters of the characters are selected as the characters are selec		the best of my
		Momas Sacrel	COO.	8/5/03
SI	gnature of authorized officer (Commercial Fund-raiser)	Printed Name	Title	Date
Th	is report must be signed by two officers or directors of the	charitable organization for verifying the distribution.		
<		James T. Haigwood	CEO	8/12/03
	gnature of authorized officer/director (Charley)	Printed Name	Title	Date
		Thomas E. Stephenson		8/12/03
Si	gnature of authorized officer/director (Charity)	Printed Name	Title	Date

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Attorney Govern's Registry of Charlingle Trasts

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## Facter Direct Ltd Campaign Expense Allocation

	\$	71,506.00
Printing Postage Telephone Payroll	\$ \$ \$	1,660.41 4,186.52 3,933.55 24,481.21
Employee benefits Rent Office manager	\$ \$	1,820.98 3,905.80 8,475.64
Utilities Equipment Recruitment Computer Programming Office expenses	\$ \$ \$ \$	892.39 864.10 608.68 517.00 16,103.39
P.S. Fee/Profit	\$	4,056.36
Total	\$	71,506.00